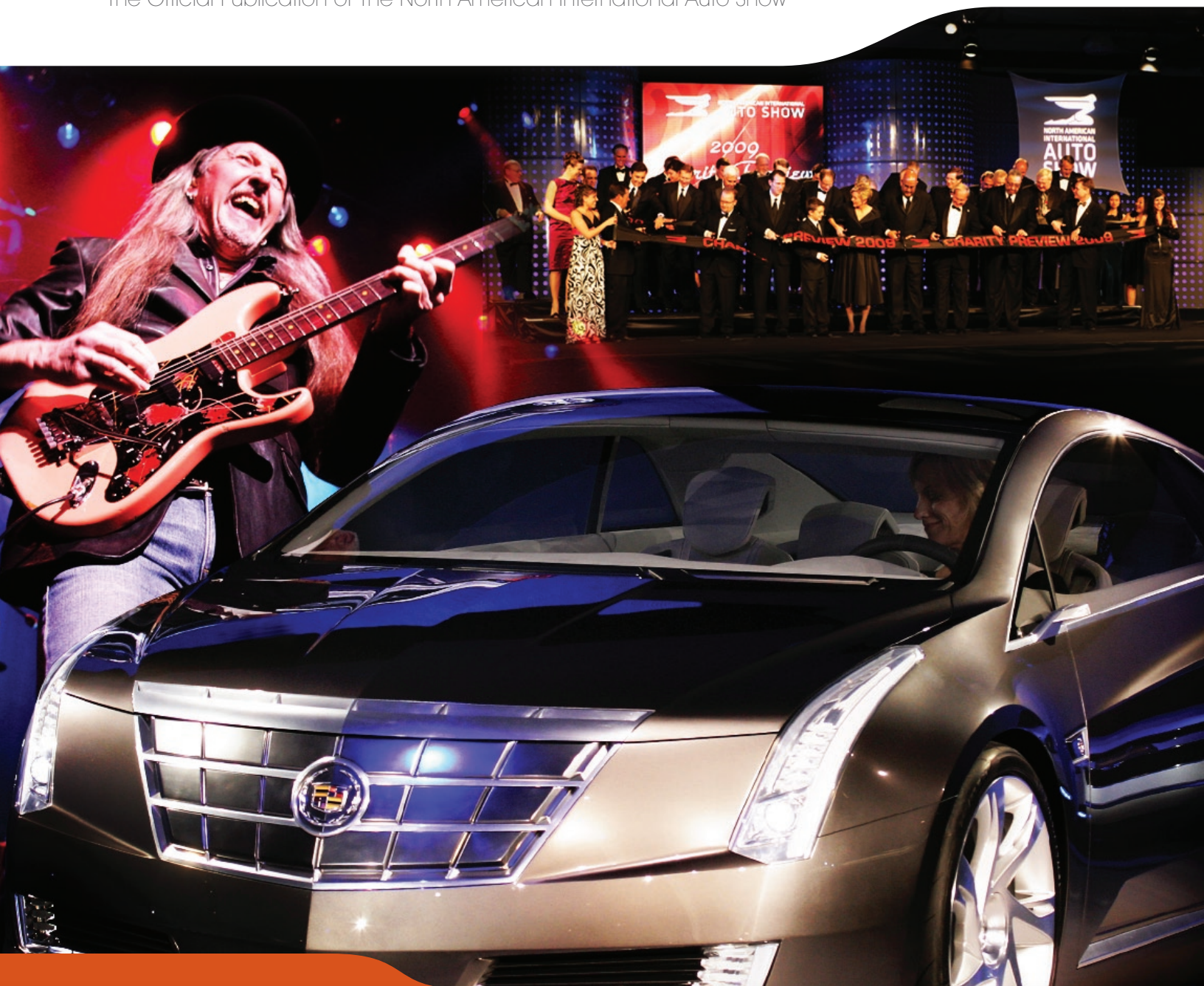


NAIAS 2009 :: Issue 3

SHOWTALK



The Official Publication of The North American International Auto Show



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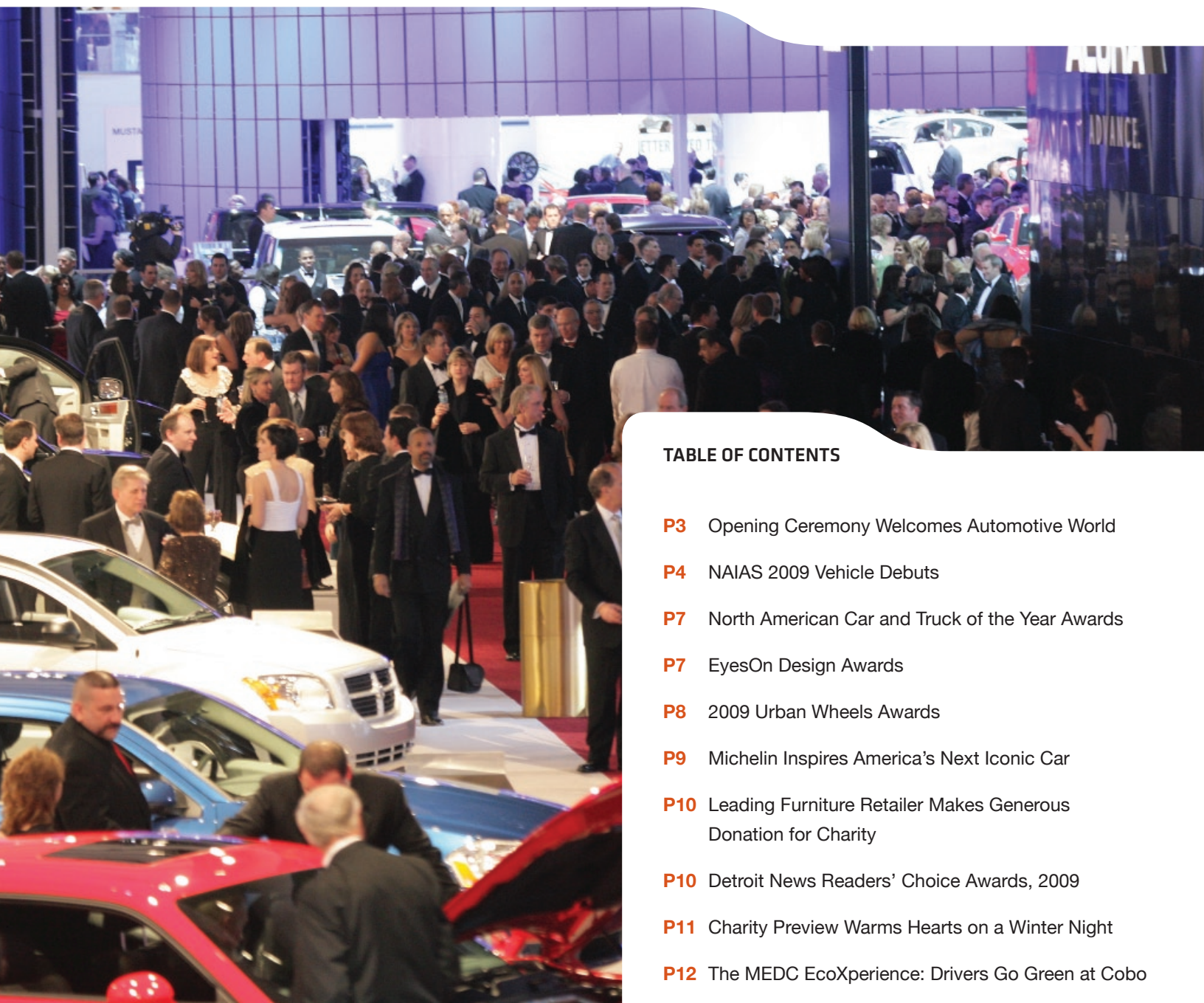


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Opening Ceremony Welcomes Automotive World

Kicking off NAIAS 2009, the Opening Ceremony hosted executives from domestic and international automobile manufacturers, as well as guests from international motor shows and the Organisation Internationale des Constructeurs d'Automobiles (OICA), the prestigious world automobile trade association. NAIAS was the first auto show sanctioned by the Paris-based OICA organization in 1992 and remains the only U.S. show to earn this annual sanctioning.

The 2009 NAIAS Opening Ceremony Was Proud to Welcome:

Matthias Wissmann, President, German Association of the Automotive Industry (VDA) in Frankfurt

Robert Nardelli, Chairman and Chief Executive Officer, Chrysler LLC

Jim O'Donnell, President, BMW North America

Dr. Dieter Zetsche, CEO, Daimler AG; Chairman of the Board, Mercedes-Benz Cars

Henrik Fisker, CEO, Fisker Automotive, Inc.

Mark Fields, President of the Americas, Ford Motor Company

Troy Clarke, President, GM North America

Dick Colliver, Executive Vice President Automobile Sales, American Honda Motor Company

John Mendel, Executive Vice President, American Honda Motor Company

John Krafcik, President & CEO, Hyundai Motor America

Gary Temple, President, Jaguar Land Rover North America LLC

Jim Lentz, President, Toyota Motor Sales; Managing Officer, Toyota Motor Corporation

Stefan Jacoby, President and CEO, Volkswagen Group of America

The next international auto show on the OICA calendar is the Geneva International Motor Show on March 3-15.

NAIAS 2009 Vehicle Debuts

Manufacturers introduced more than 50 exciting vehicles from around the world. The latest in performance, safety and electric and hybrid technologies was unveiled at NAIAS 2009.



NAIAS 2009 Vehicle Debuts

OEM	VEHICLE UNVEILED	CONCEPT (C)/ PRODUCTION (P)	WORLDWIDE/ NORTH AMERICAN
General Motors	Chevrolet Orlando Concept	C	North American
General Motors	Chevy Beat Concept (announced production vehicle will be called the Spark)	C	North American
General Motors	Cadillac Converj Concept	C	Worldwide
Chrysler	200c EV Concept	C	Worldwide
Chrysler	Jeep Patriot EV Concept (Production Intent)	C	Worldwide
Chrysler	Dodge Circuit Concept (Production Intent)	C	Worldwide
Ford	Lincoln C Concept	C	Worldwide
Volkswagen	Concept BlueSport	C	Worldwide
Kia	Soul'ster Concept	C	Worldwide
Audi	Sportback concept	C	Worldwide
Ford	Volvo S60 Concept	C	Worldwide
Subaru	Legacy Concept	C	Worldwide
Fisker	Karma S Concept	C	Worldwide
Volvo	S60 Concept car	C	Worldwide
Mercedes Benz	BlueZero (advanced electric concept car)	C	Worldwide
General Motors	Cadillac CTS Sport Wagon	P	First Time in Detroit
General Motors	Chevrolet Cruze	P	North American
Toyota	Lexus IS Convertible	P	North American
Toyota	Lexus LS 460	P	North American
Toyota	Lexus 2010 RX350 and RX450h	P	North American
BMW	7 series	P	North American
Lamborghini	Gallardo LP 560-4 Spyder	P	North American
Brilliance	M1	P	North American
Brilliance	M2	P	North American
Brilliance	M3	P	North American
Brilliance	FRV	P	North American

BYD	E6 crossover	P	North American
BYD	F3DM sedan	P	North American
BYD	F6DM sedan	P	North American
BYD	F6CVT sedan	P	North American
BYD	FO car	P	North American
Mercedes Benz	S400 BlueHYBRID	P	North American
General Motors	2010 Chevrolet Equinox	P	Worldwide
General Motors	2010 Buick LaCrosse	P	Worldwide
General Motors	2010 Cadillac SRX	P	Worldwide
Toyota	2010 Prius	P	Worldwide
Toyota	Lexus 2010 HS 250h	P	Worldwide
BMW	Z4	P	Worldwide
Ford	2010 Taurus	P	Worldwide
Ford	2010 Mustang Shelby GT500	P	Worldwide
Ford	2010 Lincoln MKT Crossover	P	Worldwide
Ford	Ford Flex and Lincoln MKS EcoBoost Technology	P	Worldwide
Bentley	Continental GTC Speed	P	Worldwide
Audi	R8 V10 5.2 FSI Quattro	P	Worldwide
Mini	Cabrio	P	Worldwide
Jaguar	SKR	P	Worldwide
Jaguar	XFR	P	Worldwide
Honda	2010 Insight	P	Worldwide
Maserati	Quattroporte Sports GT-S	P	Worldwide
Fisker	2010 Karma	P	Worldwide
Jaguar	XFR Bonneville Racer	P	Worldwide
Revenge Designs	Revenge GTM-R	P	Worldwide
Mercedes Benz	SLR McLaren Stirling Moss	P	Worldwide

53
TOTAL DEBUTS

38
PRODUCTION TOTAL

21
WORLDWIDE PRODUCTION

16
NORTH AMERICAN PRODUCTION

1
SPECIAL INTRODUCTION
("FIRST TIME IN DETROIT")

15
CONCEPT TOTAL

13
WORLDWIDE CONCEPT

2
NORTH AMERICAN CONCEPT



Hyundai Genesis and Ford F-150 Take Home 2009 North American Car and Truck of the Year Awards

The 16th annual North American Car and Truck of the Year (NACTOY) Awards reflect the top votes by more than 50 members of automotive media throughout the United States and Canada. For North American Truck of the Year, jurors chose the Ford F-150 from a field that included the Dodge Ram and the Mercedes Benz ML320 BlueTEC. For North American Car of the Year, the Hyundai Genesis won out over the Ford Flex and the Volkswagen Jetta TDI.

The North American Car and Truck of the Year Awards recognize the most outstanding new vehicles in their segments, and consider factors ranging from innovation, design and safety to handling, driver satisfaction and value.



Audi Wins Big at EyesOn Design Awards. Cadillac and BMW Also Shine.

A signature design event of the North American International Auto Show, the fourth Annual EyesOn Design Awards honored the automotive design profession and the beauty of design. A field of international transportation designers awarded honors to vehicles on the basis of the "vision and courage" they display.

The Audi Sportback and Cadillac Converj secured top honors for concept design. For design excellence in production vehicles, the Audi R8 V10 and the BMW Z4 received the judges' nod.

Presented by the Detroit Institute of Ophthalmology, the EyesOnDesign Awards honor the most significant new automotive designs on display at the North American International Auto Show. Sponsors of the awards were Dassault Systemes and SAE World Congress. Other sponsors included: KPMG L.L.P. and Whirlpool Corporation.



Design Excellence for Concept Vehicle

Audi Sportback

Cadillac Converj

Design Excellence for Production Vehicle

Audi R8 V10

BMW Z4





2009 Urban Wheel Awards Roll Out the Green Carpet

The Hyundai Genesis took home the 2009 Urban Car of the Year Award at the 13th Annual Urban Wheel Awards. Extending a green carpet to welcome guests on January 13th, the awards recognized the car as an example of a paradigm shift in automotive culture toward "more fuel-efficient vehicles, alternative fuels and lower emissions."

Urban Wheel Awards are produced by On Wheels Media to benefit the Edward Davis Education Foundation (EDEF). EDEF provides scholarships for college students pursuing courses of study that will lead to careers in the auto industry.

2009 Urban Wheel Awards Sponsors

Chrysler

Ford Motor Company

General Motors

Honda

Hyundai Motor America

In Market Auto

Mercedes-Benz

NASCAR

Subaru



Michelin Inspires America's Next Iconic Car

The 9th annual Michelin Challenge Design tasked participants to create America's next iconic vehicle using brave and bold designs. More than 200 respondents submitted designs from around the world celebrating the "courage and vision necessary" to create iconic cars, Michelin introduced 16 winning designers and displayed their innovative concepts.

Each year at NAIAS, the annual Michelin Challenge Design "celebrates, promotes, publicizes and gives visibility to original creative thinking and innovation in vehicle design."

The company also displayed the winning tire and wheel assembly concepts from the joint Michelin/College for Creative Studies challenge. Participants were tasked to design tire and wheel assemblies utilizing innovative technologies, ready for use by 2019.

James Tabujura received third place while second place went to Filip Bosevski. Dong Tran, who was also among the 16 finalists of the Challenge Design competition, took home first place with his futuristic spiral wheel design.



As Art Van Furniture celebrates its 50th Anniversary, the company is providing support to charities year-round in an effort to assist those in need. The company has won several local and national awards for its community involvement.

Leading Furniture Retailer Makes Generous Donation for Charity

Art Van Furniture donated furniture valued at \$50,000 to the Charity Preview. The sofas and chairs provided guests with the opportunity to take a rest from the strolling festivities on the show floor and mingle with guests in a relaxed setting. After the event, the retailer donated the furniture to designated NAIAS Charity Preview charities.

"We are delighted that this Detroit retailer has been so willing to provide such a substantial donation to our event and our community," said Joe Serra, Senior Co-Chair of NAIAS, hosts of Charity Preview. "Some of our participating charities are in dire need of furniture to improve their recreation and work areas."

"I have enjoyed attending the Charity Preview night for many years," said Art Van Elslander, Chairman and Founder of Art Van Furniture. "It is a first-class event that contributes so much to many of the important children's charities in the area. This year, more than ever, these nonprofit organizations need help."

Art Van Furniture is Michigan's largest furniture retailer and America's largest independent furniture retailer. The family-owned company employs approximately 2,500 associates and operates 30 stores in 29 cities throughout Michigan.

Detroit News Readers' Choice Awards, 2009

Each year, the Detroit News selects a panel of 100 readers to weigh in on their favorite cars and trucks at the North American International Auto Show. This year, the newly redesigned Ford Taurus took top honors, winning Best of Show. How do readers' picks tally with yours?

Detroit News Readers' Choice Awards, 2009

Best of Show:

Ford Taurus

Grooviest:

Ford Mustang Shelby

Sexiest:

Chevrolet Corvette

Best Curves:

Chevrolet Camaro

Best Value:

Ford Fusion

Must Luxurious:

Maybach 62S

Most Innovative:

Smart Car

Family Hauler:

Chrysler Town and Country

Off Road:

Ford F150

Most Earth Friendly:

Toyota Prius

Plushest Interior:

Lincoln MKS

Future Fantasy:

Cadillac Converj



Charity Preview Warms Hearts on a Winter Night

A crowd of nearly 7,000 lively and elegantly attired guests attended the annual black tie gala and raised \$2.6 million for children's charities. Attendees participated in one of the most exclusive, high profile automotive events in the nation while supporting children in need in the metro Detroit community.

The evening began with the official ribbon cutting ceremony where Detroit's own, Jeff Daniels performed his song, "It's a Good Life", accompanied by 'The Brothers and Sisters in Christ Youth Choir' (B.A.S.I.C.). A live concert by legendary rockers, the Doobie Brothers, added to the evening's festivities which included an early look at the cars of NAIAS 2009 and exclusive parties and events. In conjunction with the fundraiser, teen stars the Jonas Brothers performed at a show for Charity Preview ticket-holders two nights later.

NAIAS Senior Co-Chairman Joe Serra expressed satisfaction with the evening's achievement which raised \$2.6 million, in light of the nation's and region's current economic challenges.

"For you to give tonight means more than the past 34 years combined," he said. "Thank you Detroit for your generosity."

Since 1976, Charity Preview has raised more than \$80 million for Michigan children's charities - over \$35 million raised in the last five years alone.

CHARITY PREVIEW SPONSORS

Delta Air Lines

RBS/Charter One

BENEFITTING CHARITIES

Barat Child and Family Services: A Program of Matrix Human Services

Boys & Girls Clubs of Southeastern Michigan

Boys Hope Girls Hope Detroit

The Children's Center

Children's Hospital of Michigan

Children's Services of the Northeast Guidance Center Assistance League

Detroit Auto Dealers Association Charitable Foundation Fund

The Detroit Institute for Children

Easter Seals - Michigan

Judson Center

March of Dimes

Think Detroit PAL

\$2,698,800
Raised



THE MEDC ECOXPERIENCE

Drivers Go Green at Cobo

**Electric Cars Were Alive and Kicking at NAIAS 2009.**

MEDC EcoXperience, sponsored by the Michigan Economic Development Corporation, gave attendees a chance to drive and ride in the latest hybrid and electric vehicles through a scenic course created by Chris Sinacori Landscaping in Cobo Center's Michigan Hall. Beyond its entertainment value, the exhibit spotlighted the global automotive industry's progress in making alternative propulsion technology a consumer reality today.

The MEDC EcoXperience course covered 70,000 sq. ft. of floor space winding through panoramic nature surroundings. Native Michigan maples, pines and orchids created a scenic backdrop for visitors as they experienced the future of green automotive technology.

"This year's NAIAS is historic in its impact on the global economy," said NAIAS Executive Director, Rod Alberts. "At no other time is it more critical for the nearly 6,000 international automotive journalists to see the future and strategy of the automotive industry."

MEDC EcoXperience Vehicles

Cadillac Escalade Hybrid
 Chevrolet Equinox Fuel Cell
 Chevrolet Tahoe Hybrid
 Chrysler Aspen Hybrid
 Dodge Durango Hybrid
 Ford Escape Hybrid
 Ford Escape Plug-in
 Ford Fusion Hybrid

G.E.M. (Global Electric Motors)
 GMC Sierra Hybrid
 GMC Yukon Hybrid
 Mitsubishi iMiEV
 Myers Motors
 Roush EV
 Saturn Vue Hybrid





Students Explore a World of Automotive Awareness and Opportunity.

From meetings with industry experts to new automotive education and design initiatives, there was plenty in store for students at NAIAS 2009. The show's fifth annual Automotive Education Day, presented by State Farm Insurance, attracted some 5,000 high school students from Michigan, surrounding states and Canada.

At EcoCAR: The NeXt Challenge, students got a close look at the three-year college student engineering competition that is challenging universities across North America to explore innovative vehicle solutions. Solutions presented imaginative and sensible ideas for minimizing energy consumption and reducing greenhouse gas emissions without sacrificing performance and consumer appeal.

Later on the show floor, students met with human resources representatives from General Motors to learn about automotive industry careers. After their briefing, they engaged in one-on-one and small group meetings with a wide array of industry professionals.

AUTOMOTIVE EDUCATION DAY SPONSORS

State Farm Insurance:
Presenting Sponsor

Bus vouchers provided by
Eppert Foundation

Sprint Brings Racing Excitement to NAIAS 2009

Sponsored by Sprint, the fourth annual Auto Racing Day at NAIAS 2009 offered race fans the opportunity to meet with professional motorsport drivers and collect exclusive memorabilia from various racing series.

“NAIAS 2009 has something for everyone, especially for motorsport enthusiasts,” said NAIAS Senior Co-Chair Joe Serra. “Auto Racing Day offers visitors the opportunity not only to see incredible exhibits at the show but also the chance to meet and interact with motorsports superstars, past and future champions.”

Robbie Buhl, former IndyCar Series competitor and 1992 Indy Lights Champion, led a group of children from the “Racing for Kids” program on a tour of the show floor. Buhl guided some 20 patients and family members from Children’s Hospital of Michigan to see exhibits and experience the show from a driver’s unique perspective.

As presenting sponsor, Sprint also provided an interactive display that allowed participants to climb behind the wheel of four state-of-the-art, full-motion NASCAR racing simulators and compete head-to-head against other drivers on NASCAR-sanctioned tracks.

Participating Drivers

Robb Brent - ARCA
Robbie Buhl - IndyCar
Kurt Busch - NASCAR
Ben Devlin - ALMS
Gabi DiCarlo - ARCA
Gil de Ferran - ALMS
Alistair (Ali) Jackson - Indy Lights
Brian Keselowski - ARCA
Hillary Will - NHRA



The Gallery Offers an Exclusive Look at Extraordinary Cars

Luxury car enthusiasts enjoyed a special invitation-only preview of NAIAS 2009. Sponsored by American Express, The Gallery began at MGM Grand Detroit’s Ignite with gourmet food prepared by renowned chef Wolfgang Puck. From there, guests proceeded to Cobo Center where they enjoyed a private after-hours experience and exclusive access to the most exquisite automobile brands in the world.

Show Briefs

Johnson Controls Introduces RE3 Lithium-Ion Hybrid Plug-in Battery Concept

Kicking off the NAIAS 2009 press calendar, Johnson Controls introduced a new automotive interior design concept geared to meet anticipated demand for smaller, more efficient and more sustainably designed automobiles. The RE3 concept features innovative placement of the vehicle battery and “conversation style” seating to maximize interior comfort, versatility and spaciousness.

Seven GM Intros Underscore a Show of Product Strength

Citing “tremendous progress in making cars, crossovers and trucks that consumers really want to buy,” GM President Rick Wagoner recapped an award-winning year of products as a counterpoint to “a year of unprecedented financial challenge”. GM is responding with a rapid restructuring that will amount to “a new beginning” for the manufacturer, Wagoner added. Accompanied by Michigan state Governor Jennifer Granholm, the GM product parade commenced with a prototype of the extended range electric Chevy Volt, slated for introduction in 2010. New products followed standouts from the current lineup including the award-winning Opel Insignia and Chevy Malibu, NACTOY 2008 North American Car of the Year.

Chevrolet intros included the Chevrolet Cruze, Chevrolet Camaro, and Chevrolet Equinox utility crossover. Two new Cadillac cars made their debut: the 2010 Cadillac SRX luxury crossover and the Cadillac CTS sport wagon. Pontiac introduced the classically-designed Solstice Coupe. A world intro of the all-wheel drive Buick LaCrosse completed GM's lineup of new products for the North American market. GM also introduced two concepts slated to arrive in showrooms in 2011. This included the world debut of the Orlando seven-seater and the Chevy Beat concept, which is expected to receive 40 mpg highway. A final surprise included the Cadillac Converj, a two-door electric luxury concept car.

The Power of h: Lexus Unveils New Hybrid

In the first of its two worldwide debuts, luxury automaker Lexus introduced the HS 250 h. This new production vehicle is the world's first dedicated luxury hybrid sedan. Lexus expects its 187 horsepower engine to offer the best MPG available in the United States while running on regular unleaded gasoline. The HS 250 h contains standard Lexus entry level luxury features including a noise reduced cabin, navigation system with voice recognition technology and heads-up display. The automaker believes that gas-electric hybrid systems will be its core technology in the years to come and plans to introduce ten new hybrids over the next ten years.

Amid Intros, Ford Delivers a Focused, Forward-looking Message of Electrification and Fuel Economy

Speaking to industry executives and press gathered for NAIAS 2009 in Detroit's Cobo Arena, Ford Motor Company Chairman Bill Ford detailed the company's global electrification strategy, including a commitment to deliver four new electric vehicles in the next four years. The strategy includes a mix of hybrids, plug-in hybrids and battery electric vehicles (BEVs).

Ford's announcement followed introductory remarks by company President and CEO Alan Mulally, who headlined the company's commitment to fuel economy across its product line. The company cited the 2011 US reintroduction of the highly efficient Ford Fiesta, currently available in Europe, as a prime example of its commitment. Ford Motor Company has also promised to make its Ecoboost engine technology available across 90% of its product line by 2013. It currently delivers “V8 power with V6 efficiency” in the company's Ford Flex Crossover.

New product introductions included the 2010 Fusion I-4 as well as a newly redesigned 2010 Ford Focus and 2010 Ford Taurus, the company's flagship sedan. Ford also premiered its “best Mustang ever,” the 2010 Shelby GT 500. The high-performance coupe is powered by a supercharged 540-horsepower V8, which delivers 510 foot-pounds of torque and yields an additional two mpg on the highway.

Automaker Reveals the Future of Chrysler Sedans

The American automaker expressed optimism for the future as it introduced its new line of extended range hybrid vehicles including the Jeep Patriot EV and the Dodge Circuit, an all-electric performance vehicle capable of zero gasoline consumption and zero tailpipe emission. This set the stage for Chrysler to surprise the audience with an additional concept introduction for 2010. The company revealed what it describes as the future of Chrysler sedans. The 200c EV is an extended range gas/electric hybrid concept. It features an organic natural interior and personal internet applications that allow navigation, maintenance and links to home and office. Connectivity options also include a phone that can remotely start the vehicle, set temperature and monitor its security. The versatile 200c EV's design can be applied across Chrysler standard power train models.

BMW Introduces Two High-performance Hybrid Concepts and a New Roadster

Pursuing a goal of increased efficiency while maintaining or even increasing performance, BMW introduced its latest hybrid models at NAIAS 2009. The company's 7-series concept car is the group's second hybrid active model. Its X-6 sports activity concept vehicle, also based on an 8-cylinder gasoline engine, reportedly uses about 20% less fuel than a comparable combustion-powered vehicle. Both concepts are expected to be at US dealers in late 2009. They will join BMW's high-efficiency diesel cars, on US roads since December. BMW also used the automotive event to introduce its new Z4 roadster, intended mainly for the North American market. After citing strong US sales and market share despite current financial challenges, BMW executives also announced the company's commitment to invest over US \$1 billion in production and sales in the United States in the coming year.

Volkswagen Commits to Exciting Environmentally Friendly Cars

The German automaker unveiled its compact roadster concept, Bluesport. The 180 horsepower TDI vehicle uses clean diesel technology and can achieve up to 42 miles per gallon.

Volkswagen announced that despite tough automotive times, the company remains committed to fuel efficiency and environmentally friendly cars. The automaker will continue to develop and produce "exciting and cutting edge" vehicles that are powerful and stylish while striving for the lowest emissions in the United States.

Bentley Looks to New 2-door GTC Speed to Boost Sales in Challenging High-Luxury Market

Expressing confidence in Bentley's long-term strategy and ability to adapt to challenging market conditions, the manufacturer introduced the newest member of its Speed family of automobiles at NAIAS 2009. Stuart McCullough, Bentley's head of Sales and Marketing, noted that new product introductions have been shown to boost sales in the high-luxury market, a segment that has seen a 25% decline in sales worldwide despite notable bright spots in emerging markets. The new four-seater Bentley is reportedly the most powerful Bentley ever and the fastest four-seat production convertible in the world.

Bentley also announced its initiatives surrounding fuel efficiency and flex fuel technology at the press event. A strong advocate for biofuel solutions, the company released its white paper on biofuel development to the media for the first time.

Kia Delivers Fun and Sporty Soul'ster

Kia Motors' new Soul'ster concept vehicle, a variation on the Kia Soul model, is an open air vehicle sharing attributes of off-road vehicles and roadsters. While acknowledging challenges in 2008, the automaker managed to sell more passenger cars than in the recent past while enjoying its largest market share ever. The company also expressed its full investment in American-based design and manufacturing. With Soul'ster, Kia has created a vehicle that "makes 'basic' cool again with contemporary design." Created for young drivers, it features a "social setting" and seating for four.

Strong on Efficiency, Audi Demonstrates a Flair for Bold Expression with its R8 Introduction and Sport Back Concept

At 100, Audi took advantage of the forum provided by NAIAS 2009 to generate excitement for its TDI clean diesel technology, currently expanding in the US market. According to Dr. Rupert Stadler, President of Audi AG, the new technology delivers more than 40% greater fuel efficiency over other diesel engines. In the new S4, premiering in North America at this show, TDI technology delivers up to 25% greater fuel efficiency than the current S4. Audi's new S4 reaches dealers in late summer 2009.

After focusing on efficiency, Audi introduced the press to the R8 V10 roadster, which adapts the company's racetrack experience to the street. Audi also introduced a new sport-back concept, a focus of future Audi product development.

New Mini is "Fun in Any Climate"

Emerging from a block of ice on the NAIAS 2009 show floor, the new Mini Convertible made one of the show's more dramatic reveals. Designed to be "fun in any climate," the convertible features a meter that measures time spent driving with the top down. The car's 4-cylinder engine comes in two horsepower options, both claiming to be significantly more efficient than previous models. In addition to the convertible, Mini also introduced a new fully electric, zero emission vehicle. Designed for urban use, the Mini E has a range of 150 miles. The car will be consumer tested in Los Angeles, New York and Berlin.

Lamborghini Restates its Message of Individualized Luxury

In a challenging market, Italian luxury super sportscar manufacturer Lamborghini stated its commitment to "maintain flexibility without changing strategy" by continuing to introduce one new product per year. President and CEO Stephan Winkelmann shared the latest developments in the company's individualization program. "More and more people are demanding cars that are unique," he said. At NAIAS 2009, the company introduced a new palette of matte colors that expand the choices available to customers.

Subaru Celebrates Past, Present and Future with Legacy

Fresh from celebrating its 50th anniversary, Subaru presented a vision of the future. The 2009 Leagacy Concept builds on the model's "renowned sportiness and performance." The concept, somewhat larger than previous Legacy vehicles, addresses the needs of modern customers while not appearing bulky or heavy and retaining a "powerful presence." The 2009 Legacy Concept also marks 20 years of Subaru Legacy production in the United States. To commemorate its anniversary, the Subaru display features the first ever production Legacy from 1989. Although Subaru has felt the impact of recent uncertainty in the automotive market, speakers noted that the company ended 2008 with an increase in retail sales and its highest market share in over 25 years.

Jaguar Places New Emphasis on its R Performance Pedigree

Citing new ownership and noting Jaguar's 8% sales growth in 2008, Jaguar President Michael O'Driscoll introduced two new models at NAIAS 2009.

O'Driscoll described the new XKR as "a grand tourer with the soul of a sports car" and the XFR as "the ultimate Jaguar sporting sedan." Both models benefit from Jaguar's new lineup of engines, including a 3-liter V6 diesel and a gas-fueled V8 that produces 510 horsepower and 461 foot-pounds of torque. Powered by this engine, in late 2008 an XFR set a new land speed record of 225.675 miles per hour, O'Driscoll reported.

Innovative Safety Features Distinguish New Volvo

The S60 Concept demonstrated that Volvo is "moving forward while firmly rooted in modern Scandinavian design themes." The exterior "race-track" design will be reflected in forthcoming Volvo models. The S60 debuted the company's next generation of safety measures. Its adaptive cruise control keeps a safe distance from cars in front through automatic braking. In addition, the S60 features a ground-breaking pedestrian detection radar that scans the front of the car and produces a red warning signal that can completely stop the vehicle if necessary.

Next Generation of Green X Tires Carries Michelin

Using the latest fuel saving technologies, Michelin has developed new tires designed for two specific driver profiles. The company has developed energy saving tires without sacrificing safety or mileage. Anticipating a consumer need for fuel efficient vehicles, the company has developed energy saving tires without sacrificing safety or mileage.

The Michelin Energy Saver All-Season tire was designed for drivers who drive fewer miles than average per year and want an energy efficient tire. The Michelin HydroEdge tire is a long lasting tire geared for drivers who put excessive miles on their vehicles. It features a 90,000 mile manufacturer's warranty. Both tires represent the fourth generation of energy saving Michelin Green X tires.

Lincoln's C Concept is Luxury in a Small Package

Ford Motor Company President and CEO, Alan Mulally introduced the new MK series of automobiles from Lincoln. Demonstrating commitment to the American luxury brand, Mulally presented the 2010 Lincoln MKS featuring EcoBoost technology, anticipated to give the car best in class power and efficiency. The new 2010 Lincoln MKS showcases a full-size luxury crossover which features "V8 performance with V-6 fuel economy."

Lincoln then surprised the audience by unveiling its new C Concept vehicle. Designed for today's "upscale urban" consumer, the C Concept offers the latest in connectivity and features voice activated navigation, telephone and internet.

Maserati Unveils New Quattroporte Sport GT S

Maserati debuted its latest entry into the high performance luxury sedan segment of the automotive market at NAIAS 2009. The new sedan introduces a sportier and more aggressive look into the Quattroporte family. A Maserati spokesperson reported that Maserati worldwide sales reached an all-time high and had increased in all markets including the United States. Despite its strong position today, Maserati announced that its flexible manufacturing system would enable it to respond well to changing market conditions in 2009.

Fisker Premieres 4-Door Karma Sedan and Unveils Karma-S 2-Door Concept

Fisker Automotive President and CEO Henrik Fisker introduced its luxury plug-in hybrid Karma sedan at NAIAS 2009, fulfilling a promise made at last year's auto show, where the company first presented the Karma in concept form. Outwardly similar to the concept car, the production Karma features a completely new interior designed with eco-friendly materials. The Karma's twin motors generate a combined 400 horsepower total. They are capable of taking the car from 0-60 in 5.8 seconds and sustaining a top speed of 125 miles per hour. The Karma charges from any US or European outlet and has a range of 50 miles on a single charge on its exclusive lithium-ion battery technology. Fisker stated the company plans to produce 15,000 units per year. The company has pre-orders for 1,000 through a network of 40 dealers, of whom 22 have already been signed. The Karma retails for an estimated US \$87,900. After introducing the Karma sedan, Fisker revealed a second vehicle planned for the Karma platform, the 2-seater Fisker Karma S.

Building Batteries Again: GM Accelerates Lithium-Ion Technology

GM Chairman and CEO Rick Wagoner expressed the company's commitment to electric vehicles. Partnering with LG Chem as their battery cell provider, GM announced plans to establish the first battery manufacturing plant and dedicated battery-engineering lab in the United States - both to be constructed in Michigan.

To increase its battery technology base, the company is expanding its roster of in-house battery engineering professionals. GM is also partnering with the University of Michigan on a new battery research lab and the creation of a battery engineering program.

BYD's Breakthrough Battery is the First of its Kind

Citing the environmental challenges facing the world, BYD announced their new line of production electric vehicles. BYD is committed to a green future and determined to be a significant part of the solution. As the biggest supplier of batteries in the world, BYD has "a unique advantage" to develop battery powered automobiles. In 2008, BYD officially launched the first dual mode vehicles in mass production in the world and today unveiled their latest electric car. The new five passenger E6 uses BYD's revolutionary Ferrous Battery System, having a life of ten years and the ability to charge up to 50% capacity in ten minutes. The E6's power-train can deliver 286 horsepower with a range of up to 250 miles on one charge. BYD plans to begin distribution in the United States in 2011.

Toyota Unveils Next-Generation Prius

Noting that, "the North American International Auto Show could not have come at a better time," Irv Miller, Toyota's head of Environmental Affairs, set the stage for introduction of the third-generation of their iconic gas-electric hybrid.

The all-new mid-sized Prius will be sold in close to 80 countries worldwide. Toyota projects worldwide sales of approximately 400,000 units per year in 2010, with US sales of 180,000 units in the first calendar year. Prius, the world's best-selling hybrid, also earns distinction as the model earning the highest marks for loyalty among owners.

The 2010 Prius delivers improved fuel economy, achieving a combined 50 mpg due to a unique shape, larger engine and smaller, more efficient hybrid components. The most fuel efficient mid-sized vehicle in its segment, Toyota claims the new Prius will be the highest mileage car sold in America. Maintaining its characteristic body profile, the new Prius is also reportedly the world's most aerodynamic production vehicle. Improvements to the Prius hybrid synergy drive deliver enhanced performance as well as increased efficiency.

Brilliance Auto Gains Recognition on the Global Stage

Already recognized as a leading Chinese automaker, Brilliance Auto introduced itself to NAIAS 2009. The manufacturer introduced four new vehicles, including the Brilliance M1, M2, M3 and the Brilliance FRV hatchback.

The award-winning Chinese automaker produces 280,000 domestic vehicles a year and distributes in more than 30 countries. The Brilliance line of vehicles feature "European styling" with a focus on performance and value, intended for "refined and active" lifestyles.

Carmaker has its Revenge with "Super Car"

Revenge Designs, the specialty car designer, unveiled the Revenge GTM-R Super Car. This 505 horsepower performance vehicle marks the company's effort to produce a "distinctive, luxury" automobile, complete with high-quality amenities, while maintaining affordability. To expand on the design, the company will produce the Revenge GTM-World Edition Super Car. The new edition will feature right-hand drive capabilities and additional "international accommodation".

Alpine Climbs to the Peak of "Mobile Media Solutions"

Alpine Electronics introduced its new array of integrated automotive media platforms. The company's new directive, "Driving Mobile Media Solutions," has lead it to produce comprehensive entertainment platforms offering the best in audio, video, navigation, communication and driver assistance. Integrated Alpine platforms offer flash-drive powered head-units, allowing the user to bring content into the automobile in new ways. Systems bring together all available media formats found today. The Alpine Global Platform Head-Unit offers voice recognition, Bluetooth, text to speech, travel info and 3D navigation renderings. The system adds value to the platform with a 6-disc audio and DVD changer and HD radio. Alpine is also doing its part to make vehicles more fuel efficient by developing lighter and more efficient wiring systems and products.

Stile Bertone Alfa Romeo BAT 11 Concept is the Return of an Icon

Built by Stile Bertone, the Italian design company, the BAT 11 was inspired by Alfa Romeo's famous Berlinetta Aerodynamica Tecnica (BAT) series of the 1950s. Bertone, designed three BATs for Alfa Romeo between 1953 and 1955. The new BAT 11 on display at NAIAS 2009 was designed by Michigan native, Gary Kaberle. Motivated by his love of the classic BATs, Kaberle designed the concept vehicle to honor his late wife whom he lost to breast cancer. Proceeds from the BAT 11 will go to breast cancer research.

Denso Grows Green Technology

Denso International America announced its latest efforts in producing environmentally friendly products. The company expressed its mission to help create vehicles that consume less fuel and emit less CO₂. Denso is doubling its effort to reduce the environmental impact of their products over their entire lifecycle, including manufacturing and disposal. To accomplish this, Denso has developed a new radiator made from 40% plant resin material. This product is both heat resistant and durable. The plant resin naturally absorbs CO₂ which reduces emissions by 30%.

Denso is also cultivating algae, found in hot springs, to develop systems that will absorb CO₂ generated from their own factories

Johnson Controls' Partnership Delivers Hybrids

Johnson Controls announced their commitment to delivering "real batteries to real customers" at NAIAS 2009. The company publicized a new partnership with Azure Dynamics. A leading producer of hybrid/electric commercial vehicles, Azure Dynamics will power its entire fleet with Johnson Controls lithium-ion batteries.

A leading manufacturer of sustainable interior systems, Johnson Controls utilizes natural resources in specific world regions. The company has replaced polyurethane in seat foam with natural products including soy seed and oils like canola and palm.

Tesla Motors Intros its Electric Roadster

The California-based automaker introduced its new all-electric Tesla Roadster at NAIAS 2009. Capable of 0-60 mph in 3.9 seconds, the vehicle also has a 244-mile range on a single battery charge. Chairman, Product Architect and CEO, Elon Musk announced a new partnership with Daimler AG establishing Tesla Motors as a battery supplier for the German company. "This will allow us to accelerate the production of affordable electric cars," said Musk. Although beginning with a luxury sports car, Tesla Motors will be expanding its product line. In February, the company will unveil the Tesla Model S sedan slated for production within two years.

A MESSAGE FROM JOE SERRA, 2009 SENIOR CO-CHAIRMAN:

For two weeks in January, NAIAS 2009 was the place to be to experience a truly international automotive event.

Despite challenges faced not only by the auto industry but also the world economy, we saw nearly 5,500 international journalists at NAIAS, proving once again that NAIAS remains a great place to showcase new products to a global audience.

Serving as NAIAS Senior Co-Chairman has been an honor, and it is with great confidence that I pass the title of Senior Co-Chairman to my colleague, Doug Fox. He and Co-Chairman Barron Meade will make a great team as leaders for the 2010 auto show.

Thanks for your continuing support and we'll see you at NAIAS 2010!

Joe Serra

Senior Co-Chairman,
2009 North American International Auto Show

